

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



NUTRITION

Published Monthly by the Nutrition Programs Branch
OFFICE OF DISTRIBUTION, W. F. A.
With the Approval of the Director, Bureau of the Budget

WAR FOOD ADMINISTRATION

CURRENT SERIAL RECORD

FEB 5 1945
News Letter

NUMBER 30

WASHINGTON, D. C.

December 1944

NUTRITION ADDS A YEAR

With December in the date line, two things come to mind—Best Wishes for the Holiday Season, and congratulations on important accomplishments during this demanding wartime year. The story of 1944 action on the National Nutrition Program would be complete if we could share with each of you the reports, minutes of meetings, news letters, and other Nutrition Committee materials which it has been our privilege to read. Especially do we wish that in the space of this News Letter we could include enough "Notes from the Field" to give a full picture of September activities in the Food Fights for Freedom program.

It seems very evident in going through reports on Nutrition Month that many additional persons have become acquainted with facts about the importance of good nutrition for old and young alike. This has been due in large part to the nutrition committees' expanded efforts and use of new approaches.

With all the local adaptations, the program continues to gain strength and unity both in its wartime and its long-time over-all objectives.

NUTRITION ITEM

Emphasis only on the nutritional value of a new food such as soya products will not necessarily interest people in buying it. This was the striking finding of a study made by the Committee on Food Habits of the National Research Council in the six identical cafeterias in the Government's Pentagon Building in Arlington, Va., where about 30,000 people work.

To study the reaction to the idea of eating soya flour and grits rather than to their taste, they were used only in combination with familiar foods in familiar dishes. Soya muffins, soya macaroni and cheese, and split pea and soya soup were each served once a week under controlled conditions during the 4 weeks of the study. Colored posters, identical in design but with different legends, were put up in four cafeterias at the

beginning of the third week, and the changes in the percentage of men and women choosing the different soya dishes during this week are the basis of the conclusions.

Four "appeals" were used, all of them selected on the basis of a previous study, as the ones which would be most likely to encourage a favorable attitude toward the soya dishes:

- (1) Emphasis on the nutritional value of soybeans.
- (2) The fact that they are grown and processed in America.
- (3) That "you get good value for your money" in buying them.
- (4) That they can be served in a great variety of ways.

In one cafeteria all four appeals were used.

In another only the nutritional appeal was used, and in another no mention was made of the nutritional value, but the other three appeals were used. The results showed that the last combination, in which the nutritional appeal was omitted, was the most effective, and the posters using only the nutritional appeal the least effective. In interpreting these results it is important to remember that in the case of a new, unfamiliar food emphasis on nutritional value is likely to imply "not tasting good." However, this is not so likely to occur with an already accepted food, as people know what it tastes like and are generally glad to know that it is good for them.

(A more detailed account of this study will appear in the January 1945 Journal of Home Economics.)

"READABLE" NUTRITION

With so many technical terms and unfamiliar words in nutrition subject matter, and the need to reach all the people with nutrition information, it would seem important to write more nutrition material for seventh-grade readability—the level for popular publications with large circulation. At any

rate, many bulletins intended for the average homemaker have been checked for reading level and a number of them found too difficult for most families to read and understand.

This checking of "reader interest" and "reader capacity" is being done by the Division of Field Studies and Training of the Extension Service. The readability yardsticks applied are the Lorge and Flesch formulas, products of the Readability Laboratory of Teachers' College, Columbia University, New York City.

NOTES FROM THE FIELD

TEXAS—The first of a series of Area Nutrition Conferences held in Lubbock drew an attendance of over 100 persons from 24 counties in western Texas.

The conference was sponsored by the Texas State Nutrition Council and the Division of Home Economics, Texas Technological College. Discussion groups considered:

- (1) Organizing an active nutrition committee and finding its problems.
- (2) How to interest people in a nutrition program.
- (3) Measuring the effectiveness of your community nutrition program.

Participants summarized evidences of inadequate food distribution, waste, and inadequate diets in the State, and listed causes. They recommended steps to solve these problems and suggested techniques to determine effectiveness of the program. Similar conferences were scheduled for November in Fort Worth, Austin, Corpus Christi, and Houston with nutrition clinic demonstrations in conjunction.

IOWA—Two transcriptions on Nutrition Month went out to 12 radio stations within the State or nearby. Letters to stations called their attention to Nutrition Month and urged them to sponsor nutrition broadcasts. The State committee has had many requests for bulletins as a result of radio programs.

RHODE ISLAND—As a September feature local nutrition committees in Newport, East Greenwich, and Providence sponsored breakfast demonstrations and related them to the other meals of the day and to the Basic 7 food groups. Home-prepared baking mixes for muffins, corn bread, and biscuits, with variations, were among the recipes featured.

The Pawtucket Nutrition Committee recognized a local nutrition need and started

a "packed lunches for war workers" project for outlying plants too small to support an in-plant feeding program. Menus are posted in the plants a week in advance, along with nutrition news and posters.

The Woonsocket Nutrition and Welfare Committees are offering to servicemen's wives having small incomes, training in planning, preparing, and serving meals. A small fee is charged for this service, but the food prepared provides the noon lunch. Small children are cared for in the nursery.

SOUTH CAROLINA—As part of the September drive, the enrichment program has been brought before county groups through demonstrations and exhibits. Hampton County added a miller to the nutrition committee to help publicize local enrichment of whole corn meal.

The South Carolina State Nutrition Committee is presenting suggestions for elementary school nutrition programs to as many white and Negro school officials as possible. Some county groups have developed book shelves for libraries with nutrition material for both adults and children. Walterboro plans a pool of material on foods and nutrition developed by children. A story hour on foods is being conducted for children at Clemson by a former writer for children's magazines. She is interested in the child's reaction to the available material on foods.

The State Nutrition Committee has noted the lack of material on South Carolina foods written in interesting, simple style for the elementary school child.

Plans are being made with the University of South Carolina Extension Division and the State Department of Education for a foods and nutrition course for teachers.

PENNSYLVANIA—One of the interesting features of the State Nutrition Meeting sponsored by the Pennsylvania Nutrition Council and the State Council of Defense was a panel discussion. The purpose of the panel was to recognize significant achievements of nutrition committees in certain counties which in turn would be of assistance to other county committees. Ten different committees represented on the panel by their chairmen told of nutrition work with elementary schools and with the labor union, how the committee was financed, how the committee worked through church groups and Grange organizations, how radio programs

were presented, a canning center was established, school lunches were developed, and how agencies reached larger numbers with various projects through coordination.

ALABAMA—In Talladega, one of the congested areas of the State, the nutrition council decided to work on the idea of "more people eating a good breakfast" and to promote the Basic 7 food groups. The main channels for getting this information across was in the U. S. O. program for defense workers, the schools, press, and grocery stores.

Out of the 67 counties in Alabama, 52 requested materials for the September program as compared with 2 which asked for materials on the Food Fights For Freedom program in November 1943.

NEW JERSEY—One local nutrition committee used part of its funds to supply schools with illustrative material for teaching nutrition. The interest in better eating thus created was reflected in the school lunch programs.

Camden conducted a food poster contest for all children in the eighth grade or above with the cooperation of their public and parochial school authorities, art supervisors, and the Chamber of Commerce. The 100 posters chosen for special merit were delivered by Boy Scouts to be displayed in war plants, stores, offices, and schools. The local press printed the best posters in a feature article.

In Newark a progressive coffee shop is displaying nutrition leaflets and posters, serves abundant foods often, and has a nutritionist present one noon hour each week to answer questions on nutrition.

SOUTH DAKOTA—The South Dakota Nutrition Committee has decided to place major emphasis on encouraging more nutrition education in the schools. The School Lunch Program has also been promoted as a means of carrying on applied nutrition. A nutrition number was included on each rural institute program in the State. A copy of a talk and suggestions for illustrative materials were provided the person selected to present the nutrition information at each institute. The teachers and rural superintendents have accepted this help very favorably and requests for help with school lunch organization, literature, plays, and other teaching aids have been coming into the State committee as a result.

CHICAGO—Members of the Chicago Nutrition Committee are visiting editors of neighborhood and foreign newspapers in Chicago and Cook County who are now receiving weekly press releases on nutrition. A questionnaire is filled out at the time of the visit, when the editor suggests improvements and indicates the length of article desired. After all these editors have been visited the mailing list will include only those who can and will use the releases.

VIRGINIA—After an all-day meeting for school cafeteria managers held by the Nutrition Committee of Henrico County, the managers decided to organize and hold a meeting once a month with an outstanding speaker in the cafeteria management field. Nine of the 11 cafeteria managers in the county were present. Although none of them have had special training in the work and some are new this year, they seemed interested in the talks and asked many questions.

NEW HAMPSHIRE—At the request of the Belknap County Nutrition Committee, the State Extension nutritionist prepared a folder on food for blood donors. These folders were distributed at the blood center, together with the National War-time Food Guide. It was noted that donors read them as they awaited their turns. The material told them they needed a good general diet, including more than usual amounts of the foods rich in iron and protein to build back a supply of red corpuscles. The Laconia public health officer gave a local newspaper a statement on the importance of three good meals a day in maintaining proper health both before and after donating blood. He stressed the fact that there is no quick formula for a high blood content, that those who are rejected now should start eating properly so they can donate blood next spring.

NORTH CAROLINA—An industrial personnel director in Halifax County asked for 5,000 copies each of five brief nutrition education articles to be placed in pay envelopes during September. He also offered the services of a stenographer to the county nutrition chairman to assist with the extra work during Nutrition Month.

MICHIGAN—Members of the Clinton County Nutrition Committee have secured unusual support from local citizens. Businessmen and other citizens in the county furnished a quarter-page advertisement

in which the committee urged the reader to "Can and Preserve Next Winter's Vitamins Now." Additional advertising space will probably be contributed for future committee work.

The Michigan State Nutrition Committee planned and prepared a school lunch exhibit which was shown at all the Michigan Education Association regional meetings. The same exhibit has been requested for the Dietetics Association's State meeting and will be available for other groups.

ARIZONA—Concerning leadership of local food and nutrition committees, the State Nutrition Council reports that a roughly made classification showed 39 percent were home economists; 37 percent "strong lay leaders"; 10 percent nurses; 8 percent educators; 4 percent health education teachers; 2 percent radio broadcast and script persons.

In a Bisbee high school the students themselves are conducting a campaign on "Eat the Right Food for Health." A check sheet for recording food intake for 3 days is being used for more than 200 students. The foods class will check these and prepare a summary to show how it is possible for pupils to improve their health through changing food habits. The result will be given in a school assembly.

A Peoria high school sends the school lunch menus for the week to the homes, reminding parents that the school is trying to do its part by providing well-balanced meals and referring them to the National Wartime Food Guide for help in planning daily menus.

MINNESOTA—During September letters were sent to county nutrition committee chairmen informing them of restaurants that had been contacted in their counties and suggesting that local committees might offer nutrition posters to the remaining eating places.

Posters and other material on breakfasts, school lunches, and vitamins, displayed at the Minnesota State Fair brought generous response. Two science teachers requested material for classroom use and other teachers asked for posters.

NEW MEXICO—At the State Fair the New Mexico Nutrition Committee displayed a map of the State with the 34 county and local nutrition committees spotted with red pins. Posters showing good and poor meals were exhibited, and also the nutrition leaflets which were available to those who would register and list the

leaflets they wished to have sent to them. Because much interest was evidenced, arrangements were made to show the same exhibit for a week at the Albuquerque Public Library.

NEW YORK CITY—The Abundant Foods Committee of the New York City Food and Nutrition Committee is cooperating with the WFA in the preparation of a folder on "Better Ways to Cook Lean Grass-Fed Beef." Its purpose is to promote the use of Utility-grade meat which is arriving in the city, but for which there has been very light demand.

NEW MATERIALS (Samples Not Enclosed)
"New Health Films".—This is the second supplement to "Health Films," a selected list of motion pictures released since the beginning of 1944. It gives information on technical data, distribution, and content of the films, including some nutrition films. The list is available at 20 cents per copy, postpaid, from the section on Health and Medical Films, American Film Center, 45 Rockefeller Plaza, New York 20, N. Y.

"A Study of Methods of Changing Food Habits of Rural Children in Dakota County, Minn."—Pamphlet No. 5, Nutrition Education Series, U. S. Office of Education, reporting an investigation carried on in selected rural schools in 1940-41 and 1941-42. Since this experiment proved successful in improving the food habits of the children in the study, information as to how the project was conducted should be of value to others. For sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., 10 cents

Sincerely yours,



M. L. WILSON,
Chief,
Nutrition Programs Branch.



W. H. SEBRELL,
Associate Chief,
Nutrition Programs Branch.